

## AMENDMENTS TO THE CLAIMS

1           1.       (Currently Amended) A method of developing user context from user  
2 Web session data that includes nonlinear site flow events, the method comprising:  
3           (a) detecting a nonlinear site flow event in the user session data by identifying in  
4                 the user session data an indication of the nonlinear site flow event;  
5           (b) determining which, if any, information associated with the nonlinear site flow  
6                 event detected in (a) should be included in the user context; and  
7           (c) developing the user context using the information, if any, associated with the  
8                 nonlinear site flow event determined in accordance with ~~the determination~~  
9                 ~~in~~ (b).

1           2.       (Currently Amended) The method of claim 1 wherein determining which,  
2 if any, information associated with the nonlinear site flow event should be included in the  
3 user context comprises:  
4           determining whether the nonlinear site flow event represents a new user request or  
5                 a past user request; and  
6           developing the user context further comprises:  
7                 recording data associated with the nonlinear site flow if the nonlinear site flow  
8                 event is determined to represent a new user request.

1           3.       (Original)       The method of claim 1 wherein detecting a nonlinear site  
2 flow event comprises:  
3           receiving a request identifier from a client-side system that provides an identifier  
4                 for a next expected Web page to be provided by a Web server application;  
5           determining whether the request identifier received from the client-side system is  
6                 the request identifier expected by a server-side system that includes the  
7                 Web server application.

1           4.       (Original)     The method of claim 3 further comprising:  
2           including a next page request identifier in a query string from a client-side  
3                       system; and  
4           tracking expected next page request identifiers in a server-side system.

1           5.       (Original)     The method of claim 1 wherein determining which, if any,  
2           information associated with the nonlinear site flow event should be included in the user  
3           context comprises:  
4               storing state data for each batch of user session events;  
5               after detecting a nonlinear site flow event, comparing first state data associated  
6                       with an immediately preceding batch of events with second state data  
7                       associated with a batch events associated with a page request identifier  
8                       received from a client-side system;  
9               if the first state data matches the second state data, excluding the information  
10                       associated with the nonlinear site flow event in the user context; and  
11               if the first state data does not match the second state data, including the  
12                       information associated with the nonlinear site flow event in the user  
13               context.

1           6.       (Original)     The method of claim 1 wherein each nonlinear site flow  
2           event is associated with a batch of events corresponding to a single user Web session  
3           request, the method further comprising:  
4               including a nonlinear site flow identifier as a first event in each batch of events  
5               associated with a nonlinear site flow event.

1           7.       (Original)     The method of claim 1 further comprising:  
2           repeating (a), (b), and (c) for a plurality of user sessions; and  
3           developing a product demand signal from user contexts developed in (c).

1           8.       (Currently Amended) A computer ~~program-product~~ programmable  
2 medium having instructions encoded therein to direct a processor to ~~perform the method~~  
3 ~~of claim 1~~;

4           (a) detect a nonlinear site flow event in the user session data by identifying in the  
5           user session data an indication of the nonlinear site flow event;

6           (b) determine which, if any, information associated with the nonlinear site flow  
7           event detected in (a) should be included in the user context; and

8           (c) develop the user context using the information, if any, associated with the  
9           nonlinear site flow event determined in accordance with (b).

1           9.       (Currently Amended) The computer ~~program-product~~ programmable  
2 medium of claim 8 wherein the computer ~~program-product~~ programmable medium is  
3 selected from a the set of a disk, tape or other magnetic, optical, or electronic storage  
4 medium and a network, wireline, wireless or other communications medium.

1           10.      (Currently Amended) A method for detecting nonlinear site flow and  
2 developing an accurate user session context, the method comprising:

3           (a) receiving Web page requests initiated by a user, wherein the requests each  
4           include a respective request identifier that identifies a next page expected  
5           to be provided to the user by a Web server application;

6           (b) recording each batch of events associated with each Web page request;

7           (c) tracking a server-side identifier for each batch of events associated with each  
8           Web page request;

9           (d) recording a nonlinear site flow event for a batch of events when the request  
10           identifier in the Web page request does not correspond to the server-side  
11           identifier;

12           [[ (d) ] ] (e) determining which, if any, information associated with the nonlinear  
13           site flow event should be included in the user context; and

14           (f) developing the user context using the information, if any, associated with the  
15           nonlinear site flow event determined in (e).

1           11.     (Currently Amended) The method of claim 10 further comprising:  
2           determining whether the nonlinear site flow event represents a new user request or  
3           a past user request; and  
4           developing the user context further comprises:  
5           recording data associated with the nonlinear site flow if the nonlinear site  
6           flow event is determined to represent a new user request.

1           12.     (Original)     The method of claim 10 wherein the Web page request  
2           comprises a query string and the request identifier is embedded in the query string.

1           13.     (Original)     The method of claim 10 wherein determining which, if any,  
2           information associated with the nonlinear site flow event should be included in the user  
3           context comprises:  
4           storing state data for each batch of user session events;  
5           after detecting a nonlinear site flow event, comparing first state data associated  
6           with an immediately preceding batch of events with second state data  
7           associated with a batch events associated with a page request identifier  
8           received from a client-side system;  
9           if the first state data matches the second state data, excluding the information  
10          associated with the nonlinear site flow event in the user context; and  
11          if the first state data does not match the second state data, including the  
12          information associated with the nonlinear site flow event in the user  
13          context.

1           14.     (Original)     The method of claim 10 further comprising:  
2           repeating (a) through (f) to develop a set of user session contexts.  
3           developing a product demand signal from the set of user contexts.

1           15.     (Currently Amended) A system for developing user session context from  
2           user session records that include nonlinear site flow events, the system comprising:  
3           a processor; and

4 a memory coupled to the processor and having instructions stored therein and  
5 executable by the processor to:  
6 (a) detect a nonlinear site flow event in the user session data by identifying  
7 in the user session data an indication of the nonlinear site flow  
8 event;  
9 (b) determine which, if any, information associated with the nonlinear site  
10 flow event detected in (a) should be included in the user context;  
11 and  
12 (c) develop the user context using the information, if any, associated with  
13 the nonlinear site flow event determined in accordance with ~~the~~  
14 ~~determination in (b).~~

1 16. (Original) The system of claim 15 further comprising:  
2 one or more server applications to receive user session requests and record a batch  
3 of events corresponding to each user session request.

1 17. (Currently Amended) The system of claim 15 wherein ~~determining the~~  
2 instructions to determine which, if any, information associated with the nonlinear site  
3 flow event should be included in the user context ~~comprises~~ further comprise instructions  
4 to:  
5 ~~determining~~ determine whether the nonlinear site flow event represents a new  
6 user request or a past user request; and  
7 the instructions to develop the user context further comprise instructions to:  
8 record data associated with the nonlinear site flow if the nonlinear site flow event  
9 is determined to represent a new user request.

1 18. (Currently Amended) The system of claim 15 instructions to detect a  
2 nonlinear site flow event further comprise instructions to:  
3 ~~determining~~ determine whether a request identifier received from a client-side  
4 system is the request identifier expected by a server-side system.

1           19.     (Original)     The system of claim 18 wherein the memory  
2 further includes instructions to:  
3           include a next page request identifier in a query string from a client-side system;  
4                     and  
5           track expected next page request identifiers in a server-side system.

1           20.     (Currently Amended) The system of claim 15 wherein instructions to  
2 determine which, if any, information associated with the nonlinear site flow event should  
3 be included in the user context comprise instructions to:  
4           ~~storing~~ store state data for each batch of user session events;  
5           after detecting a nonlinear site flow event, ~~comparing~~ compare first state data  
6                     associated with an immediately preceding batch of events with second  
7                     state data associated with a batch events associated with a page request  
8                     identifier received from a client-side system;  
9           if the first state data matches the second state data, ~~excluding~~ exclude the  
10                    information associated with the nonlinear site flow event in the user  
11                    context; and  
12           if the first state data does not match the second state data, ~~including~~ include the  
13                    information associated with the nonlinear site flow event in the user  
14                    context.

1           21.     (Original)     The system of claim 15 wherein each nonlinear site flow  
2 event is associated with a batch of events corresponding to a single user Web session  
3 request, and the memory further includes instructions to:  
4           include a nonlinear site flow identifier as a first event in each batch of events  
5                     associated with a nonlinear site flow event.

1           22.     (Original)     The system of claim 15 wherein the memory further  
2 includes instructions to:  
3           perform (a), (b), and (c) for a plurality of user sessions; and  
4           develop a product demand signal from user contexts developed in (c).

1           23.     (Currently Amended) A system for developing user context from user Web  
2 session data that includes nonlinear site flow events, the system comprising:  
3           means for detecting a nonlinear site flow event in the user session data by identifying  
4           in the user session data an indication of the nonlinear site flow event;  
5           means for determining which, if any, information associated with the nonlinear site  
6           flow event detected in (a) should be included in the user context; and  
7           means for developing the user context using the information, if any, associated with  
8           the nonlinear site flow event determined in accordance with the means for  
9           determining. ~~determination of which, if any, information associated with the~~  
10          ~~nonlinear site flow event should be included in the user context.~~